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ABSTRACT

The 1974 Ohio Governor's Conference on Library and Information Services was the first in a series of meetings mandated by the Long Range Program for the Improvement of Library Services developed by the State Library Board to give citizens a voice in the future of their libraries. Information was gathered on the kinds of libraries--school, university, public, institution, special, and state--now operating in Ohio and their funding sources. Ohio finances its public libraries partly through personal property taxes and partly through intangible funds. These sources have so far proven inadequate. High on the list of priorities of citizens participating in the conference was a better and more reliable source of funds and a better access to information through library networking and interlibrary cooperation. Development of multimedia collections was also given high priority. (KC)

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LIBRARIES ARE FOR PEOPLE!

but are the people for libraries?

This is the question Governor John J. Gilligan asked participants in Ohio's first Governor's Conference on Library and Information Services, April 2, 1974, at the Rhodes Youth Center in Columbus. It is still being answered.

Over 650 Ohioans demonstrated their concern for libraries as they assembled on a crisp spring day for the conference, an important meeting in the development of Ohio library services. Governor Gilligan had called this conference

. . . to bring together citizens, government officials, educators, librarians, and trustees to jointly examine how Ohio libraries can best serve all Ohioans;

. . . to take an informed look at THE OHIO LONG RANGE PROGRAM FOR IMPROVEMENT OF LIBRARY SERVICES . . . and create a better understanding of the need of coordinated library services in Ohio; and

. . . to initiate programs of action for the improvement of library services.

This conference followed several years of thoughtful library planning in Ohio. In the 1960's, librarians and library trustees saw a need for better library services for all Ohioans. They outlined the Ohio Library Development Program as a response to those needs and in 1972 the State Library Board approved THE OHIO LONG RANGE PROGRAM FOR THE IMPROVEMENT OF LIBRARY SERVICES to give further direction to the work that needs to be done. This conference was the first in a series of meetings in which the citizens will help decide the future of their libraries.

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From the program of the
GOVERNOR'S CONFERENCE ON LIBRARY AND INFORMATION SERVICES
April 2, 1974

Morning Session

INFORMATION NEEDS TODAY AND TOMORROW

Presiding: Raymond R. Brown.
Conference Chairman

"Expanding Opportunities of People Through Libraries" — Virginia Mathews.
Consultant on literacy and library programs

"Meeting Information Needs Today and Tomorrow" — Larry X. Besant.
Assistant Director of Libraries, Public Services, The Ohio State University, and four Ohio library users.

EXPANDING OPPORTUNITIES OF PEOPLE

This is a good year for American people: we have aged, we have matured. We have faced up to problems that did not exist 25 years ago — pollution, congestion, polarization of races and classes, crime, drugs, war, the dissolution of traditional values and absolutes. But we have survived and emerged stronger and better able to cope. We are looking harder — and with more awareness — at our choices and decisions. There seems to be in progress a balancing of the senses and the intellect.

Thanks to the opening of our eyes and ears, and to the age of technology which brought us raised expectations as well as frustration, we know who our over 200 million fellow Americans now are. They are black and brown and white; millions of them think and speak in a language that is not English; more than 20 million are 65 and over; millions of them are mentally handicapped and able to live at home; millions are physically handicapped; others are in new kinds of correctional institutions whose goal is not revenge but rehabilitation. They want and hope for the same things that all other Americans want — a feeling of self-confidence, cultural identity, a good self image, good houses to live in, good schools, good hospitals, good jobs, **good libraries.**

Libraries are an idea whose time has come. Few agencies in our society are so well geared to our long range aims. The personal and social payoff of their efforts often does not show for five, ten, twenty years, but I know of no agency whose production is so sure.

We can no longer tolerate libraries being relegated to low priority or placed in competition with those services and agencies whose services provide only crisis help and short term well-being.

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U.S. DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

This publication includes excerpts from talks and participant discussion at the Governor's Conference on Library and Information Services, April 2, 1974. Also included is information on Ohio libraries as presented in the conference program.

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Personalized application of knowledge to the needs of individuals, using materials in every known format, printed and pictured, linear and non-linear, is the core concern of librarianship. The librarian serves as both doctor and pharmacist to the mind and the senses — and the spirit, too — diagnosing and prescribing for the need and filling the prescription.

Our society is presently faced with a serious gap in every field of endeavor between available knowledge and its application . . . People are ready to recapture some of the accumulated wisdom that seemed to have been swept away — to add some other people's good opinions to their own before they express them.

Gone is any vestige of belief that professional education or any that precedes it, or any kind of technical training prepares one for a lifetime of work or of living. In a social and economic setting that will demand continuing education for all citizens from entry job to retirement, libraries face the greatest challenge and the greatest opportunity they have ever faced.

As the United Negro College Fund slogan says, "A mind is a terrible thing to waste" — and a spirit is a terrible thing to squash. A closed, dazed, mass-produced, apathetic society, poisoned by its own cleverness, cowed by its own machines, is a terrible thing to contemplate. Libraries are countervailing forces that can help to generate and reinforce the individual spirit of "I am; I can become."

Virginia Mathews

MEETING INFORMATION NEEDS TODAY AND TOMORROW

. . . Those of us who work in libraries come to think of ourselves as exorcists, casting out the devils of ignorance, dullness, and misinformation. Actually what I call the magic of libraries is really the individual and institution working the yeast of knowledge . . . The problem that brings us here today is simply that not all Ohioans have access to the magic of libraries and many of our Ohio libraries are rapidly losing their magic power because of insufficient financial support.

Larry X. Besant

I expect convenient access to a library that offers a wide range of material and reasonable depth into any of the many subjects that may be of current interest to me. I further expect that a library will be open at hours that are convenient to my schedule, and that it will be staffed by cooperative personnel who are familiar with their collection and what it can offer, and how to obtain materials beyond the limits of that collection.

KENNETH MEINERS, Section Manager, Battelle Columbus Laboratories

Librarians should not only be professional people, they should be warm people who want to get involved with students and schools and make us feel like people . . . A library has a massive potential, each time a person walks into a library, he can pick just the right book, read just the right thing, and an idea could start going that could change the world.

RONALD ALLEN, Student, Linden-McKinley High School

Now I think the most important thing I learned in college was how to use the library . . . I have utmost respect for librarians, I'd sort of like to be one myself. I like libraries and I use them. If I were going to complain at all about libraries, it would be a personal matter. When I read a book review, I go down to the library the next morning and ask for it. They say, "we'll put you on the reserve list but there's 16 ahead of you . . ."

BEN HAYES, Columnist Columbus Citizen-Journal

As a physically handicapped person, I think that the most important thing is letting the physically handicapped into the libraries . . . If you let us in by removing the barriers, if you let us in the front door so we're not locked out, and if you let us find the books ourselves, we'll be able to make use of the libraries much more efficiently than we can now. And if you're in doubt about whether your library is accessible, find someone in a wheelchair and have him start out in your parking lot, get into the library and find a book — or get in a wheelchair yourself.

PATRICK HORNBOSTEL, Graduate student, The Ohio State University

Larry X. Besant

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From the program of the
GOVERNOR'S CONFERENCE ON LIBRARY AND INFORMATION SERVICES
April 2, 1974

Luncheon

FOCUS ON OHIO LIBRARY SERVICES

"Libraries Are for People" — Audio-Visual Presentation

Introduction of the Governor: Ray H. Rosenblum.
President, WMOA Inc.

"Ohio Libraries Tomorrow" — John J. Gilligan.
Governor of Ohio

GOVERNOR JOHN J. GILLIGAN

The importance of libraries to all of us and to protecting our right to know the facts about our government and society cannot be overstated . . .

There are two ways to keep a Congressman or a Governor ignorant. One is to deny him information. The other is to just bury him under an avalanche of information so he doesn't know up from down . . . We must harness this enormous avalanche of knowledge and information so that it becomes usable.

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We, the people, really make the decisions. If people are indeed to make the decisions, they have to have information available to them. What kind of communities do they want to live in? What kind of education do they want to offer to their children or their grandchildren? What kind of library services do they really want? The real question is are people for libraries? Are they for libraries in the sense that they are willing to set aside, individually and collectively, some of their substance in order to meet the necessary costs? What is our order of priorities? What are our standards of values?

Do I think the people of Ohio are capable of making the decision to spend more of their resources on libraries, education, and other things like that? Oh, indeed I do. Urban, suburban, or rural, they are capable of making the decision as to what kind of a society they want to live in if the facts are spread before them. That's the very importance of an operation like the one in which you are presently engaged — to discuss among yourselves what you think our objectives ought to be and to generate the kind of discussion in your communities which will eventually move us off dead center in regard to the support of libraries and library services.

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libraries are for people

Governor's Conference on Library and Information Services

PUBLIC LIBRARIES are for people . . .

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More people than ever before use public libraries: the young student and the mature scholar . . . the homemaker and businessman . . . the sportsman and gardener and music lover . . the child learning how to live and the older adult learning to enjoy his longer life.

The public library you use is one of 250 main libraries, 288 branch libraries and 93 bookmobiles in Ohio.

These libraries are supported by the intangible personal property tax — taxes on dividends and other proceeds on investments. This form of library financing is unique to Ohio. Intangibles funds are allocated by county budget commissions. Because ownership of stocks and bonds varies from county to county, the intangible tax funds in the counties also vary. In turn, the quality of library services varies sharply from county to county.

Unlike most states, Ohio has little state aid for public library services. New York, Illinois, and other states have multi-million dollar library subsidy programs which assist communities in providing essential library services. Ohio's state aid this year totals only $548,381.

In recent years federal grants have been available for special projects and programs. Libraries are also specifically named as a priority in general revenue sharing, but to date this source has not produced the support needed and in many com-

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munities people will soon be voting on library tax operating levies.

Interlibrary cooperation is one creative approach taken by libraries to share limited resources. Libraries in 76 counties in Ohio are now cooperating in multi-county organizations generally to provide interlibrary loan services and more reference materials to their people. At the community level, public libraries share resources with academic, school, special and institution libraries.

Action on your part can help ensure that libraries meet pressing needs for:

- *more books and other materials* to update and modernize collections in the face of staggering inflation and a flood of published materials.
- *modern buildings* needed to serve people today — enlargement or replacement of crowded and cramped buildings, some now more than 70 years old.
- *special services* designed to reach the disadvantaged, rural residents, the aged, the handicapped.
- *greater access* to services through Area Library Service Organizations.

SCHOOL LIBRARY MEDIA CENTERS are for people . . .

Student centered teaching and learning programs make the library media center a necessity in today's school. Library media specialists are part of a teaching team. Films, recordings, microforms, maps and other materials as well as books are needed by both teachers and pupils.

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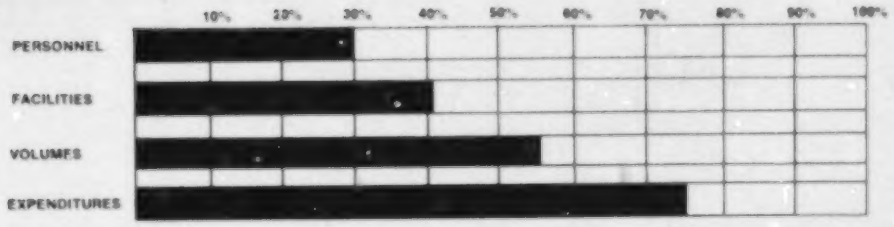
Library media services vary greatly from community to community — two out of three Ohio schools lack the certificated library media specialists required by state standards. The average annual expenditure for books per student is $2.83 — at a time when the average price of a children's book is $4.37 and that for hardcover books is $12.99. Media such as films, slides, and multimedia kits are often more expensive than books, but an average of only $1.05 is spent per pupil on non-book resources.



This chart shows the percentage of schools in 1972 meeting the standards set by the Ohio Department of Education. Current expenditures are only beginning to make up for deficiencies of previous years in which expenditures were lower.

Federal funds have helped many Ohio schools acquire the library materials which pupils and teachers need. Perhaps the greatest need now is for improved elementary school library media center services. As federal funds diminish, state and local money is needed to meet state standards and provide a wide range of materials for pupils with varying needs, interests and abilities. Ohio schools can have libraries that serve as *learning laboratories* for

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students. Through the use of specialized materials, the slow learner can gain confidence, the average child can increase his ability, and the gifted child can find challenge and stimulation.

Adequate school library service with a full range of multi-media material can give all of Ohio's children the opportunity to develop research skills, appreciations and concepts to insure continued learning throughout life.

ACADEMIC LIBRARIES are for people . . .

The library is a vital teaching arm of a college or university, serving the informational needs of its academic community.

Academic libraries now face tightened budgets due to lower enrollments and cuts in federal support. At the same time, their financial needs are increasing. They must maintain a wide variety and depth of reference materials, basic treatises, primary source materials and major journals, while book and journal prices are on the rise . . . increasingly complex library operations require more expensive and specialized personnel and equipment . . . library programs must frequently be adjusted in support of academic program changes . . . and many elements in an increasingly diversified academic community must be served.

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Academic libraries are establishing network and cooperative systems as one way to provide better services at a lower cost to each participating library. Ohio boasts one of the nation's outstanding joint efforts among libraries. The Ohio College Library Center (OCLC) presently provides book information and catalog cards for member libraries in Ohio as well as for library networks in other states. Other computerized services are now being developed by OCLC.

INSTITUTION LIBRARIES are for people . . .

The libraries which serve Ohio's mental hospitals, schools for the retarded and correctional institutions are important to more than 40,000 Ohioans.

These libraries contribute to the educational, recreational and rehabilitative programs of the institution and provide an important link with the outside world.

Support for these libraries is generally low. In some there is no budget for library services — in others a budget of $2.00 or less may buy some basic materials.

Besides insufficient or indefinite budgets, these institution libraries are troubled by custody-oriented philosophies which make it difficult for residents to use library services. They also lack

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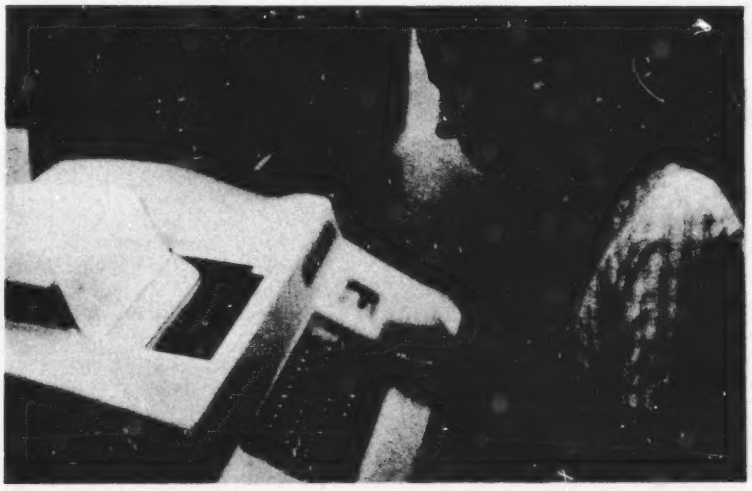
books and materials needed by residents and many are open only limited hours because of lack of staff.

Your concern can help reach the neglected.

SPECIAL LIBRARIES are for people . . .



Special libraries are found in organizations which need and use information; both profit and non-profit, public and private. Each special library serves the specialized needs of the organization of which it is a part. It may serve the public, or limit the use of its resources principally to members (as of societies) or employees (as in industry libraries). Today special libraries serve increasingly beyond their immediate clientele through cooperation with other libraries, offering unique materials and professional expertise to other librarians and researchers.

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The effective handling of specialized, rapidly obsolescent materials often demands highly developed, even computerized retrieval systems as well as cooperation with libraries of all types in the community. It is in the interest of all people to encourage special libraries to participate in networks and resource sharing.

THE STATE LIBRARY is for people . . .

The State Library Board has two primary responsibilities — the operation of a major reference library, and the development and coordination of library services. Ohio law says that the Board shall "encourage and assist the efforts of libraries and local governments to develop mutual and cooperative solutions to library service problems."

In 1972 the Board adopted *The Long Range Program for Improvement of Library Services*. This is based upon the Ohio Library Development Plan formulated by the Ohio Library Association and the Ohio Library Trustees Association. The goals of the program are summarized as: (1) improving State Library capability; (2) developing adequate network and cooperative programs; (3) improving services in local libraries of all types.

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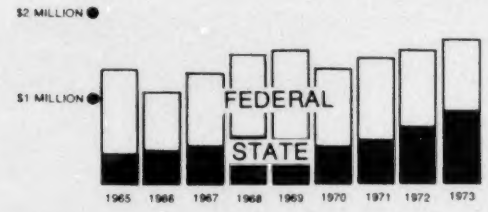
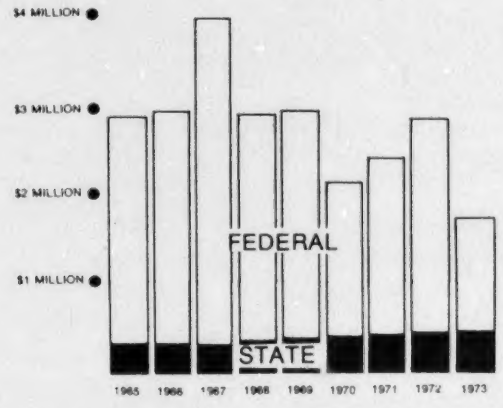
The State Library has relied heavily upon federal funds for library operations and library development. Federal funds, which are diminishing, are needed for the development program as intended by Congress. State funds are needed for library operations, to assist in Area Library Service Organization development, and to encourage interlibrary cooperation.

The State Library program affects all Ohio libraries and services to Ohio people. Adequate funding of the State Library operation and the development program is important to all Ohioans.

STATE AND FEDERAL FUNDS FOR STATE LIBRARY OPERATING EXPENDITURES





STATE AND FEDERAL FUNDS FOR THE STATE LIBRARY BOARD'S DEVELOPMENT PROGRAM (GRANTS)

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From the program of the
GOVERNOR'S CONFERENCE ON LIBRARY AND INFORMATION SERVICES
April 2, 1974

Afternoon Session

LIBRARIES ARE FOR PEOPLE — THE CITIZEN'S ROLE

"Problems, Needs and Action" — Conference Participants

Conference participants defined their concerns about what libraries are doing or are not doing, listed suggestions for improvement of library services, and stated their priorities for action at the state and local levels. Their suggestions varied, as did their backgrounds. Educators, government officials, concerned citizens, and librarians expressed their views in discussion and in letters to the Conference Chairman.

THIS CITIZEN INPUT SHOWED THAT TOP PRIORITIES ARE:

To find an adequate, reliable, and equitable means of funding libraries

There was a wide range of suggestions as to how this could be accomplished: "Determine adequacy of intangible tax as basic funding" for public libraries . . . find "alternatives to the intangible tax . . . a flexibility in the law to allow for other community-determined means of library support" . . . "impress on public officials that libraries are entitled to participate in revenue sharing" . . . lottery money . . . appropriations from the general fund of state government . . . "less reliance on federal funding."

"Ohio's college and university libraries need better and more fiscal support for a long-range program of acquisitions and interlibrary cooperation." "Funds for school libraries should be a line item in the state school foundation program" . . . "line-item budgeting for state institution libraries" . . . "much more monetary support for the State Library from the state, especially with the cutback in federal funds."

To provide greater access to information through library networks and interlibrary cooperation

"Acknowledge and implement the right of every citizen in the state, no matter what age or what area he lives in, to have equal and convenient access to information."

"We need a way for a county/region to plan and develop cooperative library service that cuts across school, public, and academic lines" . . . "the state legislature should take the next step in essential funding of Area Library Service Organizations and Metropolitan Library Systems" . . . continued development of the Ohio College Library Center program . . . increase joint purchasing of materials . . . "a universal library card" . . . "more cooperation between the local library and the elementary school" . . . "I believe the State Library role needs to be strengthened as a source for access to information systems."

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To create effective public relations programs

"Change the image – open the doors" . . . "improve the image of the library by utilizing the mass media" . . . "aggressive public relations" . . . "public relations on a state level that can be adapted to local situations, as small libraries can't afford a P.R. person" . . . "help make each Ohio citizen aware of how much money is spent in his locality for library service – and what he gets for his money."

If the people of Ohio are made aware of the resources of our libraries, they will make greater use of them . . . Let people know how important libraries are in the educational process and in the humanization of institutions . . . Libraries should provide us the information we need to effectively support them in our communities.

To develop more programs to reach out to the handicapped, the homebound, rural residents, members of minority groups

"As a teacher of special education in a public school, I am very concerned about outreach services to the handicapped. Libraries need not only make their buildings accessible to the handicapped, but also must purchase and circulate large print books, materials for reluctant readers and audio-visual materials, and make the realm of the printed word available to the mentally, physically, and emotionally handicapped student."

"Develop outreach programs to reach homebound mothers with preschool children . . . homebound aged; handicapped; the disadvantaged . . . mini-libraries, van services, etc., to reach people where they congregate" . . . bilingual consideration for Spanish-speaking people, and for others who do not use English as a 'first language' . . . "better programs for migrant workers and their families who work in northwest Ohio."

The public library should become the community information center.

We Must also . . .

Develop stronger library staffs

"The most crying need in the library that I have contact with — is much more sensitive personnel. I want staff to help me who read . . . and who recognize me when I come in and greet me by name" . . . more and better workshops and courses for professional and paraprofessional staff . . . If librarians are to help the public become more aware and active citizens, the librarians themselves must become more involved in their communities.

Provide more than books

"State sponsored training of all librarians – public, school, and institutional – in the use of audio-visual and non-book materials" . . . we must see that all libraries have appropriate audio-visual facilities . . . Libraries need to move into the McLuhan age. Sound and images, as well as books, are important.

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Raise library standards and enforce them

"A library or media center for every elementary school, staffed by a professional."

"Statewide attention should be called to the staffing of elementary school libraries. The state department of education will not tolerate a non-professional in teaching areas like English, mathematics, science, art, and music. Why permit 'a warm body' to be the catalyst of all a library represents in the lives of our elementary children?"

"Help! Help! Keep our small rural libraries alive and functioning. Make more resources more readily available. Update — update — update! Require certified librarians."

"More awareness and recognition of libraries within state institutions."

Develop more effective library management practices

Make better use of business techniques in measurement and evaluation

"I feel libraries or most libraries are giving the best service they can with the amount of money given to them to carry on the work they do."

Improve physical access to libraries of all types

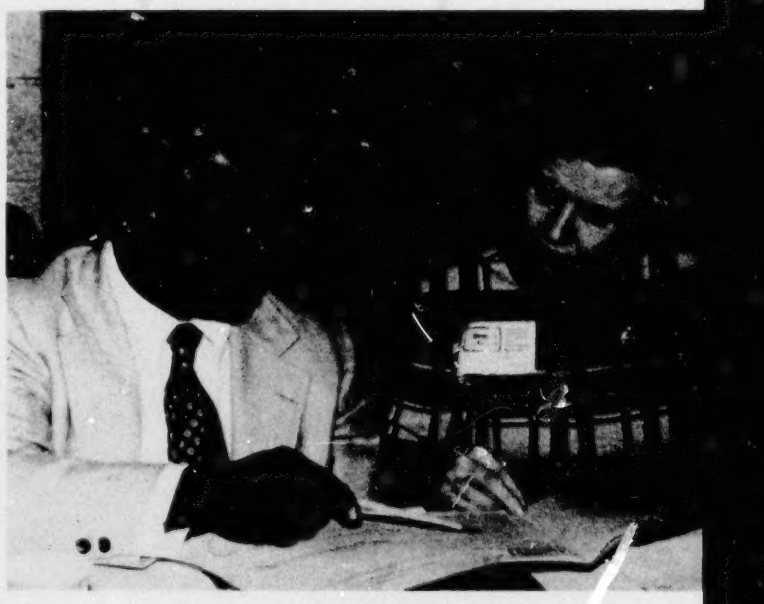
"Sunday hours" . . . "make provision for the handicapped in all libraries" . . . "parking near libraries" . . . new and renovated buildings to meet changing needs.

Strengthen the role and the services of the state library

The State Library needs staff and more financial support to provide adequate consulting and other services to Ohio libraries . . . "The State Library should provide more services in non-print media."

Reexamine the means of selection of public library boards of trustees

"If libraries are for people, should we reconsider the composition of our library boards? Perhaps the 'blue ribbon' quality of trustees does not encourage communication from less verbal users."



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April 2, 1974

Afternoon Session

LIBRARIES ARE FOR PEOPLE — THE CITIZEN'S ROLE

"We Can Make It Happen" — Dr. Fay R. Biles.
Vice President for Public Affairs and Development, Kent State University

"Our Work Is Not Finished" — Raymond R. Brown
Conference Chairman

WE CAN MAKE IT HAPPEN

When educators, business people, legislators, labor leaders, political leaders, volunteers — *all* citizens — put their heads and hearts together, there is no limit to what we can do. And I think we can make it happen in Ohio. I've seen it happen in other areas and I know it can happen in the area of library and information services.

We are in an era of the "public be pleased," and we have seen the rise of public power in decision making, especially where large tax expenditures are concerned. I say it's good! It's about time that the citizens of Ohio take an active role and raise a louder voice in matters that count. The public needs to be awakened to the needs and informed and educated as to the "whys."

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What can we, as citizens, do? . . . What is our role? Well, I'd like to outline a program that I think would work.

1. We the citizens have to become aware — wide-awake to the needs of library services — perceptually aware of the total picture. Read and digest information on libraries. Mark it up. Pass it on to the people who are decision makers, like administrators, superintendents, school boards members, trustees, legislators, or key individuals out there in the public.

2. Educate yourself on ways to assure that services available meet the needs and desires of our citizens. Become aware of what is needed in your community.

3. Help other people to know, appreciate, and use those services that are available.

4. Stay on top of the problem — don't get lost in the abundance of material.

5. Get to the decision makers with your concerns and wishes. Write to your legislators. Talk to your legislators. Make sure that your county representatives, your congressmen, know what you think and what you feel. Attend meetings, set up meetings on library services. Get accurate information, and then talk with key people in the press, television and radio. Ask for their help in planning a significant public information project.

All of us must go home, we must "wake the town and tell the people" that in Ohio we want, need and demand the basic services so necessary to maintain a citizenry that is well-read, well-informed, and thoroughly ready and able to speak and act intelligently.

Today is just the start. A multiplying effect must spread from here. We must take a team approach, all of us working together. There's no doubt in my mind — not for one second — that if we work as a team, we can make it happen in Ohio.

Dr. Fay R. Biles

OUR WORK IS NOT FINISHED

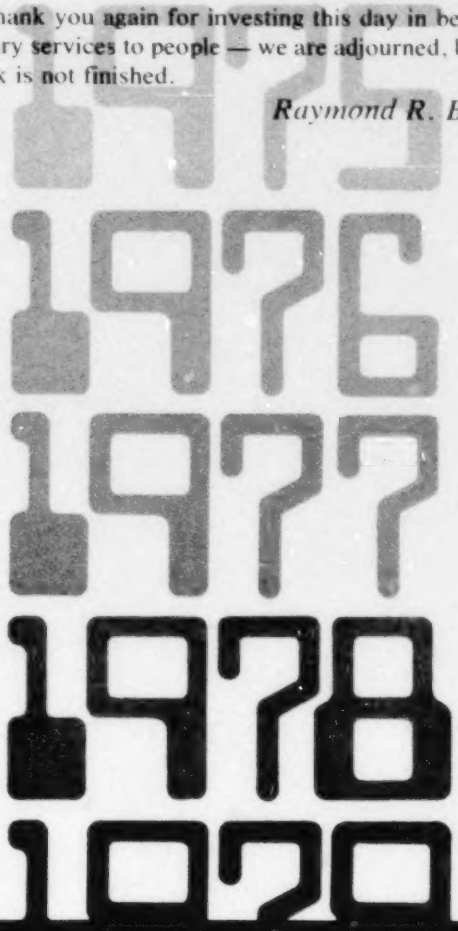
We have seen and heard many things — we've had some time for discussion, and I look forward to hearing more from you on your concerns and priorities.

But, I am also concerned as we close this day, because we have not dealt in specifics as much as we would have hoped — THE OHIO LONG RANGE PROGRAM, Metropolitan Library Systems, Area Library Service Organizations, and the many exciting things that are happening in school, university, public, and special libraries all over Ohio — services that mean a great deal to people. We have not examined as many facts as should be laid out before us.

This creates a tremendous opportunity and responsibility for us all. There are some important decisions which will be made on library services in the coming months, and in 1975. Decisions made by the Governor and the General Assembly on the financing of library service programs will determine the kind of library service Ohio people will have in 1976, and in 1977. It is your interaction with others in your community and in your organizations, and at the regional and state levels which can determine the future of your Ohio library services.

Thank you again for investing this day in behalf of library services to people — we are adjourned, but our work is not finished.

Raymond R. Brown



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A 1974 Look At Libraries.
A pamphlet summarizing The Ohio Long Range Program.

The Ohio Library Development Program, 1968.
(Available from the Ohio Library Association, Suite 409, 40 South Third Street, Columbus 43215)

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